



DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES
OFFICE OF STATE PROCUREMENT SERVICES
 STATE OF MAINE

PROCUREMENT JUSTIFICATION FORM (PJF)

This form must accompany all contract requests and sole source requisitions (RQS) over \$10,000 submitted to the Office of State Procurement Services.

INSTRUCTIONS: Please provide the requested information in the white spaces below. All responses (except signatures) must be typed; no hand-written forms will be accepted. See the guidance document posted with this form on the Procurement Services intranet site (Forms page) for additional instructions.

PART I: OVERVIEW				
Department Office/Division/Program:		Maine Department of Education/Office of Teaching and Learning/Early Learning Team		
Department Contract Administrator or Grant Coordinator:		Renee Reilly, Preschool Development Grant Manager		
(If applicable) Department Reference #:		N/A		
Agency Department Code:	05A	Advantage CT / RQS #:	CT 05A 20251204000000001308	
Amount: (Contract/Amendment/Grant)		\$26,483.50		
CONTRACT	Proposed/Original Start Date:	11/15/2025	Proposed/Most Recent End Date:	12/30/2027
AMENDMENT	New Effective Date:		New End Date (if Applicable):	
GRANT	Project Start Date:		Grant Start Date:	
	Project End Date:		Grant End Date:	
Vendor/Provider/Grantee Name, City, State:		Third Sector New England, Inc. D/B/A TSNE 89 South St. Ste 700 Boston, MA 02111 VC0000177687		
Brief Description of Goods/Services/Grant:		Parent engagement and outreach via weekly text messages tailored to the age and development of child; creation of Basics Maine logo to use on print resources, and in marketing and advertising.		

PART II: JUSTIFICATION FOR VENDOR SELECTION			
Check the box below for the justification(s) that applies to this request. (Check all that apply.)			
<input type="checkbox"/>	A. Competitive Process	<input type="checkbox"/>	G. Grant
<input type="checkbox"/>	B. Amendment	<input type="checkbox"/>	H. State Statute/Agency Directed
<input checked="" type="checkbox"/>	C. Single Source/Unique Vendor	<input type="checkbox"/>	I. Federal Agency Directed
<input type="checkbox"/>	D. Proprietary/Copyright/Patents	<input type="checkbox"/>	J. Willing and Qualified

<input type="checkbox"/>	E. Emergency	<input type="checkbox"/>	K. Client Choice
<input type="checkbox"/>	F. Higher Education Cooperative Project	<input type="checkbox"/>	L. Other Authorization

Please respond to ALL of the questions in the following sections.

PART III: SUPPLEMENTAL INFORMATION

1. Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.

Maine’s Department of Health and Human Services, in partnership with Maine’s Department of Education, was awarded a Preschool Development B-5 Renewal Grant (PDG) in December 2022. As part of the Preschool Development Grant, a needs assessment for Maine’s early care and education was conducted, and it was determined that there was a need regarding parent education. Specifically, families reported limited access to consistent, easy-to-understand information and tools to support their children’s development. To address this gap, the state identified the need for a unified parent engagement platform that could deliver reliable guidance, streamline communication, and strengthen partnerships between families and early childhood providers.

The Basics, developed through the Achievement Gap Initiative at Harvard University, is available as an open-source program on their website. The site provides an overview of The Basics and includes videos explaining each core practice.

In Maine, The Basics initiative will produce state-branded print materials, such as banners, table signs, magnets, rack cards, flyers, mirror posters, and playbooks, to support implementation across community settings. Many of these materials will also be translated into multiple languages. Network members receive technical assistance and participate in meetings that promote peer-to-peer learning among communities. Membership also includes access to The Basics Annual Conference.

The Basics Insights app sends families two text messages per week, offering a child development fact and a simple, age-appropriate activity for children from birth to age five. Communities may opt to have messages sent directly from The Basics or use the *Engage* feature to add locally tailored messages.

2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the solicitation (RFP/RFA/RFQ) number if applicable.

Implementing *The Basics* provides communities with a proven, research-based framework for promoting early childhood development and reducing opportunity gaps. Developed through the Achievement Gap Initiative at Harvard University, *The Basics* translates decades of developmental science into five clear, actionable principles that families and caregivers can easily apply in everyday life. The platform’s open-source resources, multilingual materials, and mobile app extend its accessibility and scalability, ensuring consistent messaging across diverse settings such as healthcare, early education, and community organizations. By combining evidence-informed content with community-driven implementation, *The Basics* supports equity by empowering all parents—regardless of background—with tools to foster cognitive, social, and emotional growth from birth to

PART III: SUPPLEMENTAL INFORMATION

age five. Adopting *The Basics* platform enables a coordinated, measurable approach to strengthening family engagement and child outcomes across the community.

The Department reviewed resources provided by OpenSesame/Lumen, and although there were several courses available on child and brain development, it doesn't offer the development of Maine branded resources, personalized technical assistance and network meetings, and weekly age and developmentally appropriate tailored messaging to families.

The Department also looked into two other organizations that offered a parenting campaign that supports families and caregivers for children from birth through age 5, which would also support the healthy development across all domains. The two other organizations were Parent Powered and Brazelton Touch Points. The Basics parenting campaign is the most cost effective when compared to Parent Powered and Brazelton Touch Points and offers the most support to Maine families.

3. Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.

When looking at all three parent campaign options, The Basics was considered fair and reasonable based on the overall costs to support 1,650 children and families.

Campaign and Desired Features	Costs	Notes
<p>The Basics</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Simple, easy to understand strategies grounded in current research <input checked="" type="checkbox"/> Strategies can be implemented by parents and other caregivers as a part of everyday routines <input checked="" type="checkbox"/> Messaging is succinct <input checked="" type="checkbox"/> Provides a variety of print and digital resources <input checked="" type="checkbox"/> Supports 0-5 age span <input checked="" type="checkbox"/> Materials translated into multiple languages <input checked="" type="checkbox"/> Customizable materials branded with a logo unique to our campaign <input checked="" type="checkbox"/> Ability to create and use new content related to strategies under brand 	<p>\$10,000 to establish a backbone organization; includes custom logo, file of branded print resources, technical assistance for implementation, network membership, monthly networking meetings, two seats at the annual conference, use of all open-source materials on The Basics website and the ability to create additional content branded with campaign logo</p> <p>Texting Service: \$9.99 per child for Birth-age 5 span</p>	<p>Cost to establish campaign and provide caregiver education through the texting app for 1,650 licenses for children from birth through their fifth birthday = \$26,483.50</p> <p>Additional benefits:</p> <ul style="list-style-type: none"> • Model provides all desired features • Print resources can be purchased locally • Includes many resources and access to additional resources through the Network
<p>Parent Powered</p> <ul style="list-style-type: none"> <input type="checkbox"/> Simple, easy to understand strategies grounded in current research <input checked="" type="checkbox"/> Strategies can be implemented by parents and other caregivers as a part of everyday routines <input checked="" type="checkbox"/> Messaging is succinct <input checked="" type="checkbox"/> Provides a variety of print and digital resources 	<p>Establishment of backbone organization to offer caregiver education through the texting service: \$7,500</p> <p>Texting Service: \$10.00 per child per year.</p>	<p>Cost to establish campaign and provide caregiver education through the texting app for 1,650 children from birth through their fifth birthday = \$90,000.00</p> <p>Additional benefits:</p> <ul style="list-style-type: none"> • Ability to send four local messages per month through the app

PART III: SUPPLEMENTAL INFORMATION

<input checked="" type="checkbox"/> Supports 0-5 age span <input checked="" type="checkbox"/> Materials translated into multiple languages <input type="checkbox"/> Customizable materials branded with a logo unique to our campaign <input type="checkbox"/> Ability to create and use new content related to strategies under brand		
<p>Brazelton Touch Points</p> <input type="checkbox"/> Simple, easy to understand strategies grounded in current research <input checked="" type="checkbox"/> Strategies can be implemented by parents and other caregivers as a part of everyday routines <input type="checkbox"/> Messaging is succinct <input type="checkbox"/> Provides a variety of print and digital resources <input checked="" type="checkbox"/> Supports 0-5 age span <input type="checkbox"/> Materials translated into multiple languages <input type="checkbox"/> Customizable materials branded with a logo unique to our campaign <input type="checkbox"/> Ability to create and use new content related to strategies under brand	<p>Training & Program Manuals: How of Child and Family Engagement: \$21,000 for 20 participants (virtual 20.25 hours)</p> <p>Facilitating the Touchpoints Parenting Programs: \$21,000 for 20 participants (virtual 22 hours) <i>*prerequisite – The How of Child and Family Engagement</i></p>	<p>Minimum cost to provide caregiver education for families of 1,650 children = \$34,650</p> <p>Additional Benefits:</p> <ul style="list-style-type: none"> • Program provides intensive support for caregivers <p>Drawbacks:</p> <ul style="list-style-type: none"> • Training for facilitators is long and would limit opportunity for socio-ecological saturation • Requires commitment of families to attend parenting course • Does not provide logo or lend itself to broad implementation

4. Describe the plan for future competition for the goods or services.

This is a one-time purchase. Maine’s Preschool Development Grant funding is not expected to be available to apply for again in the future. Future competition for the services and resources is not expected.

PART IV: AMERICAN RESCUE PLAN ACT (ARPA) / MAINE JOBS & RECOVERY PLAN (MJRP)

Does this request utilize ARPA/MJRP funds?

- Yes, MJRP funds (023) – If Yes, please attach the approved Business Case(s).
- Yes, ARPA funds (025) or (026) – If Yes, please be aware of the requirements from awarding federal agencies.
- No – If No, proceed to Part V.

PART V: CONFLICTS OF INTEREST (COI); CONTRACT WITH THE STATE


Maine law contains Conflict of Interest statutes directed to State Departments, State Officers, and Employees Generally under MRS [Title 5, §18](#) and [§18-A](#), in harmony with MRS [Title 17, §3104](#).

The requesting department's signatory affirms, understands, and acknowledges Maine's Conflict of Interest statutes and, in accordance with those statutes and to the best of their knowledge, has determined that no conflict of interest exists at the time of this contract, renewal, or amendment.

PART VI: APPROVALS

Governor/Department Commissioner or Designee


1. The signature below indicates approval of this procurement request.

Signature of requesting Department's Commissioner (or designee):			
Typed Name:	Daniel A. Chuhta, Deputy Commissioner	Date:	12/9/2025

2. Additional signature required **ONLY if box E (Emergency) is selected in PART II**. The signature below indicates approval by the Department's Commissioner, or the designee specifically authorized to approve emergency procurement requests.

Signature of requesting Department's Commissioner (or designee):			
Typed Name:		Date:	

****OSPS Section Only****

Signature of DAFS Procurement Official:	Signed by: 		
Typed Name:	<small>2A1D91BCA418470...</small> John Spier	Date:	12/9/2025

Certificate Of Completion

Envelope Id: 3FC1CED7-15CD-4DFE-B1FA-D2B9FC268E80	Status: Completed
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Source Envelope:	
Document Pages: 5	Signatures: 1
Certificate Pages: 5	Initials: 0
AutoNav: Enabled	Envelope Originator:
Envelopeld Stamping: Enabled	John Spier
Time Zone: (UTC-05:00) Eastern Time (US & Canada)	John.F.Spier@maine.gov
	IP Address: 64.135.139.167

Record Tracking

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Security Appliance Status: Connected	Pool: StateLocal	
Storage Appliance Status: Connected	Pool: State of Maine - Office of Information Technology	Location: Docusign

Signer Events

Signer Events	Signature	Timestamp
Nancy Tan Nancy.Tan@maine.gov Deputy Director of IT Procurement DAFS Procurement Services Security Level: Email, Account Authentication (None)	Completed Using IP Address: 64.222.220.119	Sent: 12/9/2025 9:54:33 AM Viewed: 12/9/2025 10:05:49 AM Signed: 12/9/2025 10:06:06 AM

Electronic Record and Signature Disclosure:
Accepted: 12/17/2020 2:42:29 PM
ID: d76e019d-41f6-4433-a7cc-f299bfc60565

John Spier
john.f.spier@maine.gov
Security Level: Email, Account Authentication (None)

Signed by:
John Spier
2A1D91BCA418470...

Sent: 12/9/2025 10:06:09 AM
Viewed: 12/9/2025 11:00:23 AM
Signed: 12/9/2025 11:00:30 AM

Signature Adoption: Pre-selected Style
Using IP Address: 64.135.139.167

Electronic Record and Signature Disclosure:
Accepted: 9/9/2021 7:08:18 AM
ID: 548efd56-cc5f-4584-a2fc-df5efeeb03b4

In Person Signer Events	Signature	Timestamp
Editor Delivery Events	Status	Timestamp
Agent Delivery Events	Status	Timestamp
Intermediary Delivery Events	Status	Timestamp
Certified Delivery Events	Status	Timestamp
Carbon Copy Events	Status	Timestamp

IT Procurement Team email
ITProcurement@maine.gov
Security Level: Email, Account Authentication (None)

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Electronic Record and Signature Disclosure:
Accepted: 10/20/2025 8:00:52 AM
ID: cdd0940e-24ba-4aaf-af7e-d947958c75f1

Carbon Copy Events	Status	Timestamp
<p>Olivia Schafer Olivia.Schafer@maine.gov Security Level: Email, Account Authentication (None)</p> <p>Electronic Record and Signature Disclosure: Not Offered via DocuSign</p>	<div style="border: 2px solid blue; padding: 5px; font-weight: bold; font-size: 1.2em; color: blue;">COPIED</div>	<p>Sent: 12/9/2025 11:00:34 AM Viewed: 12/9/2025 11:48:10 AM</p>
<p>Katherine Warren Katherine.Warren@maine.gov Education Data Manager- MDOE Maine Department of Education Security Level: Email, Account Authentication (None)</p> <p>Electronic Record and Signature Disclosure: Accepted: 12/9/2022 3:33:50 PM ID: 775ae2e1-0e6f-45c8-9a71-80af987f1644</p>	<div style="border: 2px solid blue; padding: 5px; font-weight: bold; font-size: 1.2em; color: blue;">COPIED</div>	<p>Sent: 12/9/2025 11:00:35 AM</p>
<p>Jennifer Tarr Jennifer.L.Tarr@maine.gov DOE Procurement Director Carahsoft OBO Maine Department of Education Security Level: Email, Account Authentication (None)</p> <p>Electronic Record and Signature Disclosure: Accepted: 5/20/2021 2:29:25 PM ID: 71ebd786-a01b-4229-bdd0-877f12eec3e3</p>	<div style="border: 2px solid blue; padding: 5px; font-weight: bold; font-size: 1.2em; color: blue;">COPIED</div>	<p>Sent: 12/9/2025 11:00:36 AM</p>
Witness Events	Signature	Timestamp
Notary Events	Signature	Timestamp
Envelope Summary Events	Status	Timestamps
Envelope Sent	Hashed/Encrypted	12/9/2025 9:54:33 AM
Certified Delivered	Security Checked	12/9/2025 11:00:23 AM
Signing Complete	Security Checked	12/9/2025 11:00:30 AM
Completed	Security Checked	12/9/2025 11:00:36 AM
Payment Events	Status	Timestamps
Electronic Record and Signature Disclosure		

ELECTRONIC RECORD AND SIGNATURE DISCLOSURE

From time to time, Carahsoft OBO Maine Office of Information Technology (we, us or Company) may be required by law to provide to you certain written notices or disclosures. Described below are the terms and conditions for providing to you such notices and disclosures electronically through the DocuSign system. Please read the information below carefully and thoroughly, and if you can access this information electronically to your satisfaction and agree to this Electronic Record and Signature Disclosure (ERSD), please confirm your agreement by selecting the check-box next to 'I agree to use electronic records and signatures' before clicking 'CONTINUE' within the DocuSign system.

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At any time, you may request from us a paper copy of any record provided or made available electronically to you by us. You will have the ability to download and print documents we send to you through the DocuSign system during and immediately after the signing session and, if you elect to create a DocuSign account, you may access the documents for a limited period of time (usually 30 days) after such documents are first sent to you. After such time, if you wish for us to send you paper copies of any such documents from our office to you, you will be charged a \$0.00 per-page fee. You may request delivery of such paper copies from us by following the procedure described below.

Withdrawing your consent

If you decide to receive notices and disclosures from us electronically, you may at any time change your mind and tell us that thereafter you want to receive required notices and disclosures only in paper format. How you must inform us of your decision to receive future notices and disclosure in paper format and withdraw your consent to receive notices and disclosures electronically is described below.

Consequences of changing your mind

If you elect to receive required notices and disclosures only in paper format, it will slow the speed at which we can complete certain steps in transactions with you and delivering services to you because we will need first to send the required notices or disclosures to you in paper format, and then wait until we receive back from you your acknowledgment of your receipt of such paper notices or disclosures. Further, you will no longer be able to use the DocuSign system to receive required notices and consents electronically from us or to sign electronically documents from us.

All notices and disclosures will be sent to you electronically

Unless you tell us otherwise in accordance with the procedures described herein, we will provide electronically to you through the DocuSign system all required notices, disclosures, authorizations, acknowledgements, and other documents that are required to be provided or made available to you during the course of our relationship with you. To reduce the chance of you inadvertently not receiving any notice or disclosure, we prefer to provide all of the required notices and disclosures to you by the same method and to the same address that you have given us. Thus, you can receive all the disclosures and notices electronically or in paper format through the paper mail delivery system. If you do not agree with this process, please let us know as described below. Please also see the paragraph immediately above that describes the consequences of your electing not to receive delivery of the notices and disclosures electronically from us.

How to contact Carahsoft OBO Maine Office of Information Technology:

You may contact us to let us know of your changes as to how we may contact you electronically, to request paper copies of certain information from us, and to withdraw your prior consent to receive notices and disclosures electronically as follows:

To contact us by email send messages to: kendra.l.coates@maine.gov

To advise Carahsoft OBO Maine Office of Information Technology of your new email address

To let us know of a change in your email address where we should send notices and disclosures electronically to you, you must send an email message to us at kendra.l.coates@maine.gov and in the body of such request you must state: your previous email address, your new email address. We do not require any other information from you to change your email address.

If you created a DocuSign account, you may update it with your new email address through your account preferences.

To request paper copies from Carahsoft OBO Maine Office of Information Technology

To request delivery from us of paper copies of the notices and disclosures previously provided by us to you electronically, you must send us an email to kendra.l.coates@maine.gov and in the body of such request you must state your email address, full name, mailing address, and telephone number. We will bill you for any fees at that time, if any.

To withdraw your consent with Carahsoft OBO Maine Office of Information Technology

To inform us that you no longer wish to receive future notices and disclosures in electronic format you may:

- i. decline to sign a document from within your signing session, and on the subsequent page, select the check-box indicating you wish to withdraw your consent, or you may;
- ii. send us an email to kendra.l.coates@maine.gov and in the body of such request you must state your email, full name, mailing address, and telephone number. We do not need any other information from you to withdraw consent.. The consequences of your withdrawing consent for online documents will be that transactions may take a longer time to process..

Required hardware and software

The minimum system requirements for using the DocuSign system may change over time. The current system requirements are found here: <https://support.docusign.com/guides/signer-guide-signing-system-requirements>.

Acknowledging your access and consent to receive and sign documents electronically

To confirm to us that you can access this information electronically, which will be similar to other electronic notices and disclosures that we will provide to you, please confirm that you have read this ERSD, and (i) that you are able to print on paper or electronically save this ERSD for your future reference and access; or (ii) that you are able to email this ERSD to an email address where you will be able to print on paper or save it for your future reference and access. Further, if you consent to receiving notices and disclosures exclusively in electronic format as described herein, then select the check-box next to ‘I agree to use electronic records and signatures’ before clicking ‘CONTINUE’ within the DocuSign system.

By selecting the check-box next to ‘I agree to use electronic records and signatures’, you confirm that:

- You can access and read this Electronic Record and Signature Disclosure; and
- You can print on paper this Electronic Record and Signature Disclosure, or save or send this Electronic Record and Disclosure to a location where you can print it, for future reference and access; and
- Until or unless you notify Carahsoft OBO Maine Office of Information Technology as described above, you consent to receive exclusively through electronic means all notices, disclosures, authorizations, acknowledgements, and other documents that are required to be provided or made available to you by Carahsoft OBO Maine Office of Information Technology during the course of your relationship with Carahsoft OBO Maine Office of Information Technology.

Certificate Of Completion

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Status: Completed

Subject: Please Docusign This Document

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Initials: 0

Daniel A. Chuhta

AutoNav: Enabled

Daniel.Chuhta@maine.gov

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Daniel A. Chuhta

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Daniel.Chuhta@maine.gov

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Deputy Commissioner

Signed: 12/9/2025 3:05:37 PM

Maine Department of Education

Freeform Signing

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Signature Adoption: Drawn on Device

Using IP Address: 142.105.194.99

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Not Offered via Docusign

In Person Signer Events

Signature

Timestamp

Editor Delivery Events

Status

Timestamp

Agent Delivery Events

Status

Timestamp

Intermediary Delivery Events

Status

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Certified Delivery Events

Status

Timestamp

Carbon Copy Events

Status

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Witness Events

Signature

Timestamp

Notary Events

Signature

Timestamp

Envelope Summary Events

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Timestamps

Envelope Sent

Hashed/Encrypted

12/9/2025 3:03:37 PM

Certified Delivered

Security Checked

12/9/2025 3:04:07 PM

Signing Complete

Security Checked

12/9/2025 3:05:37 PM

Completed

Security Checked

12/9/2025 3:05:37 PM

Payment Events

Status

Timestamps